



# NEWSLETTER

LINCOLN RESOURCE CENTER  
PUBLIC AFFAIRS

EMBASSY OF THE UNITED STATES OF AMERICA

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## Lincoln Corners Receive iPads from Raytheon



Raytheon Company donated Apple iPads to eight Malaysian Public Libraries during a ceremony at the Kuala Lumpur Library, April 1, 2013.

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## LINCOLN RESOURCE CENTER HIGHLIGHTS

### Raytheon Donates Apple iPads to Eight Malaysian Public Libraries (April 1)



*An iPad demonstration presented to schoolchildren witnessed by (from left) KL City Mayor Datuk Seri Ahmad Phesal, Raytheon Asia President, Bill Blair and Ambassador Paul Jones.*

April 1, 2013 Raytheon Company donated Apple iPads to representative of the Lincoln Corners.

The iPads were given to establish an important community partnership, designed to enhance information literacy outreach at the Lincoln Corners in Malaysian libraries. They come equipped with science, technology, engineering and math (STEM) applications in support of the Malaysian government's call to strengthen STEM education.

Paul W. Jones, U.S. Ambassador to Malaysia; Bill Blair, President of Raytheon Asia; and Datuk Seri Ahmad Phesal Talib, Mayor of Kuala Lumpur, attended the event, which further strengthened the long standing partnership between Raytheon and Malaysia. [More.](#)

### U.S. Ambassador Paul W. Jones Entrusts Peace Corps Photo Exhibit to Sabah Museum (February 5)

In a moving ceremony, Ambassador Paul W. Jones handed over the photo exhibit, "Enduring Bond: 50<sup>th</sup> Anniversary of Peace Corps Malaysia" to Datuk Masidi Manju, Sabah Minister of Tourism, Culture and Environment. The photo exhibit, received by Minister Masidi on behalf of the Sabah Museum, will be part of the museum's permanent collection.



*Ambassador Jones and Datuk Masidi pose for a photo with the exchanged certificates. Looking on is Joanna Kitingan, Director of Sabah Museum.*

More than 300 Sabahans witnessed the event, including government officials, NGOs, school students, teachers, senior citizens who had benefitted from the Peace Corps program, and more than 15 representatives from print and broadcast media at the Sabah Museum. In his remarks, Ambassador Jones highlighted the 50 years of people-to-people connections between the U.S. and Malaysia. He emphasized that the spirit of the Peace Corps continues today in the form of the Fulbright ETA program, where about 75 young American volunteers arrived in Malaysia to enhance the English language skills of Malaysian students and to promote cross-cultural understanding of American and Malaysian societies. The event marked the end of a year-long celebration of the U.S. Peace Corps' 50<sup>th</sup> Anniversary in East Malaysia. The exhibition will travel to museums and libraries across Sabah.



## Seminar on President Obama's Second Term (January 30)

Lincoln Corner KL hosted a seminar on President Obama's Second Term. It was co-sponsored by the Malaysian Association for American Studies and other partners through a U.S. Embassy grant.

Political Counselor Jeffrey Rathke highlighted priorities for President Obama in his second term and spoke about the rebalancing of U.S. global posture. He emphasized that "U.S. interests are inextricably linked with Asia's economic, security, and political success."



*Political Counselor Jeffrey Rathke (far left) on the panel of speakers at the seminar.*

120 academicians and students from the Armed Forces Staff College, the National University (UKM), University of Malaya, International Islamic University, University Technology Mara, HELP University, and the Institute of Strategic and International Studies attended the seminar. Later, Rathke, U.S. Fulbrighter Charles Hirschman, and the Malaysian panelists fielded questions on U.S.-Asia relations, U.S.-Malaysia relations and the Middle East. This program gave an opportunity for many participants to know about the Lincoln Corner and its collection and diverse programs.

## Ambassador Jones Presents Awards to Winners of LRC Contest on "Ending Violence against Women" (January 18)



*Ambassador Jones presents a certificate to Aribah, the winner of the essay contest, and her father.*

U.S. Ambassador Paul W. Jones presented certificates to the winners of a PA-sponsored essay contest that advocated ending violence against women. Organized by the Lincoln Resource Center, the essay contest took place in conjunction with the 16 days of activism against gender violence campaign and asked participants to describe an action they would take to end violence against women. Ambassador Jones congratulated the winner and the first runner-up, both young college students, on their thoughtful ideas and encouraged them to translate their thoughts into concrete action. Counselor for Public Affairs Bonnie Gutman and Regional Information Resource Officer Myra Brown also attended the certificate presentation ceremony.

**Visit by: Regional Information Resource Officer (IRO) Myra Michelle Brown (January 16-18)**

**IRO Myra M Brown Expands Embassy Outreach to Rural Librarians**



*IRO Myra receives a gift from Deputy Minister for Higher Education, YBhg Dato' Saifuddin Abdullah.*

Regional Information Resource Officer (IRO) Myra Brown inspired 100 teacher-librarians through presentations on inculcating reading habits in children and youth in Malaysian libraries. The seminar was sponsored by Member of Parliament, who is also the Deputy Minister for Higher Education. Myra's program was streamed live across Malaysia, registering 3,220 log-ins and reaching thousands of teacher librarians in primary and secondary schools across Malaysia. In response to a question on introducing games in libraries, Public Diplomacy Officer Rain Che Bian introduced the U.S. Department of State's new electronic English-learning game, *Trace Effects*, and the newly-launched American English website. Lincoln Center Director Gerard George shared perspectives about the Embassy's partnership with public libraries across Malaysia – our nine Lincoln Corners – which also run English conversation programs and offer new technological devices such as the Nintendo Wii and iPads.

**IRO Myra M Brown Highlights Role of Women in Civil Rights Movement**



*Myra addresses the audience at Lincoln Corner Sarawak.*

In recognition of Martin Luther King, Jr. Day, Myra Brown spoke at Lincoln Corner Sarawak on the role of women in the Civil Rights Movement. Her one-hour presentation attracted a diverse audience of 80 people from NGOs, academia, government, and local schools and universities. Myra highlighted how women helped fight for racial justice in the American civil rights movement, and how the movement affected the role of women in America. Myra's talk explored the lives of the many female leaders in the movement and their experiences, generating lively discussions with the audience during Q&A.

## IRO Myra M Brown Discusses Trends in American Libraries



*Myra answers questions from the participants after her presentation.*

IRO Myra Brown, U.S. Department of State's Regional Librarian, presented a seminar on "Trends in American Libraries" to a group of about 30 librarians at the Lincoln Corner Sarawak. She focused on creative ideas that U.S. libraries have utilized to enhance their programs and services in line with new, emerging technologies. She also discussed educational gaming in libraries and strategies to create memorable library experiences for users of divergent backgrounds. The discussion was particularly timely, as Lincoln Corner Sarawak gears up to roll out the U.S. Embassy-donated Nintendo Wii and U.S. Department of State online English-learning game *Trace Effects* to the Sarawakian public.

## IRO Myra M Brown Speaks at the National Library of Malaysia

Regional Information Resource Officer Myra Brown spoke to 55 senior librarians at the National Library of Malaysia on "Current U.S. Library Trends and Reading Habits." The Director General of the National Library moderated the roundtable. Myra led a lively discussion on how modern library services in the U.S. and other countries are enhancing readership both through traditional (print) and electronic methods. The audience was impressed by the examples Myra presented of "21<sup>st</sup> century library services" provided by U.S. public libraries in New York, Florida, Washington, D.C., Texas, as well as university libraries including Texas Tech University, Drexel University, and Library of Congress' digitized collection.



*Myra addresses 55 senior librarians at the National Library.*

Responding to questions about how the U.S. could help Malaysian libraries, Lincoln Resource Center Director Gerard George informed the audience of the collection, services, and programs offered by Lincoln Corners across Malaysia and proposed that librarians interested in visiting U.S. libraries may take advantage of the Voluntary Visitor (VOLVIS) program. *Bernama*, Malaysia's national news agency, published a story on Myra's program at the National Library on the same day, entitled "National Library Strengthens Cooperation with U.S. Library."



## **“Yes, Wii Can”: Annual Lincoln Corner Workshop in Melaka (January 13 - 15)**



*Workshop participants with US Embassy IO, Harvey Sernovitz, PDO Rain Che Bian and LRC team*

Twenty library directors and librarians from nine Lincoln Corners across Malaysia participated in the Annual Lincoln Corner Workshop, which was hosted by the Melaka State Library with the U.S. Embassy Kuala Lumpur. The highlight of the Workshop was the rollout of the Nintendo Wii and the U.S. Department of State produced 3D video game, *Trace Effects*. Lincoln Resource Center Staff demonstrated word games and educational trivia on the Wii, explored English learning features on *Trace Effects* and the new U.S. Department of State American English website, and skyped in American Gaming expert Kelly Cznarecki to provide background on gaming in libraries. Representatives from the media covered the closing of the workshop, which included a special Wii demonstration by Melaka school children. Presenters included Laura Kaspari Hohmann, Divisional Chief of Regional Support in the Office of American Spaces, IIP; Myra M. Brown, the Regional Information Resource Officer; Jonathan Lembright, SEA Regional Coordinator of EducationUSA; and Doreen John, EducationUSA Adviser. Participants appreciated Ambassador Jones’ video message and a skype phone call with the PAO Bonnie Gutman in KL.



*A group of primary school children demonstrate the use of Wii.*

## **LINCOLN CORNER HIGHLIGHTS**

### **Lincoln Corner Celebrates American Jazz in Johor Bharu**

Lincoln Corner Johor organized a lively Jazz Appreciation Night in downtown Johor Bharu, the southernmost state of Peninsular Malaysia. About 50 members of the public, and Embassy Cultural Affairs staff Helena Bridget and Isabel McNeish enjoyed Johor Municipal Council’s twelve-piece band, which performed works of American Jazz icons Nat King Cole, Natalie Cole, and Louis Armstrong, as well as cross-cultural mixes of American and Malaysian jazz. To complement the performance, Lincoln Corner Johor displayed posters, narratives drawn from the Smithsonian Institution’s Jazz websites, and book collections on the history of Jazz for public information. It was a grand night for jazz!



*Lincoln Corner Johor’s poster display on American jazz history.*



*The Johor City Council band in action.*

## Lincoln Corner Kuala Lumpur: Exhibitions, VIP Visitor

About 500 people viewed two poster and book exhibitions held in March and among the eminent visitors was Ingrid Parent, the President of the International Federation of Library Associations (IFLA). The posters on Women's History portrayed notable American women whose significant contributions led to a greater role for women in U.S. society while the posters on U.S. National Parks presented some of the most beautiful landscapes across America.



*IFLA President Ingrid being briefed by Corner librarians*

## Lincoln Corner Kelantan Conducts English Enrichment Program (March 26)

Lincoln Corner Kelantan, in collaboration with PKSM (Malaysian Social Development Corporation) and the Embassy's Lincoln Resource Center, hosted an English camp for 117 boys and girls aged 15-16 years, and four teachers from three secondary schools. EducationUSA advisers from the Malaysian-American Commission on Educational Exchange (MACEE), Doreen John, Barbara Nichols, and Lauren Parsons led the program at the Corner.



*EducationUSA Adviser Barbara Nichols explains to students during a break-out group discussion on English pronunciation.*

The program, supported by Lincoln Corner librarians, encouraged the students to interact with all participants and the camp's American facilitators, using English in a variety of interactive, games and fun-filled segments. Participants enjoyed vocabulary building, crossword puzzles, reading, writing, speaking, pronunciation, and grammar exercises. A key segment on the value of study abroad showcased EducationUSA and highlighted the great educational opportunities available across the U.S. Professor Jalaludin Omar, a Regional Officer of the GOM's East Coast Economic Regional Development Council (ECERDC), Madam Soo Ah Keam, a state Education Officer, and Associate Professor Abdul Aziz, the Vice Chancellor from University Malaysia Kelantan attended the closing ceremony. Professor Jalaludin (a U.S. graduate) gave high praises for the program and its facilitators, and underscored the importance of both English language and the U.S. as a destination for higher education.



## Lincoln Corner Kedah Engages Young Students through Educational Gaming and Interactive Programs (March 25 - 26)



*Lincoln Corner librarian Puan Norshahila facilitates the old newspaper fashion contest.*

Lincoln Corner Kedah launched a campaign to promote educational gaming via their library's [social media page](#), which has swiftly attracted a sizable new audience during this school holiday. Nintendo Wii sessions are open from 2:30 p.m. – 4:30 p.m. every Monday to Wednesday at the Corner. A maximum of 20 participants can join per session. In addition, Lincoln Corner Kedah continued their school holiday activities for children ages 7 to 12 years old with a coloring contest and a fashion contest that uses old newspapers. The objective of the program was to encourage children to spend their school holidays at the library and to inculcate effective reading habits alongside interactive programs. These two contests attracted 50 children and parents, who stayed on after the program to explore other resources offered by the Lincoln Corner.

## LRC Newsletter Archives

To view our previous LRC Newsletters issue, please visit [http://malaysia.usembassy.gov/lrc\\_newsletter.html](http://malaysia.usembassy.gov/lrc_newsletter.html)